

Senate Engrossed

**FILED**

**KEN BENNETT  
SECRETARY OF STATE**

State of Arizona  
Senate  
Forty-ninth Legislature  
Second Regular Session  
2010

CHAPTER 110

# **SENATE BILL 1255**

AN ACT

AMENDING TITLE 32, CHAPTER 32, ARTICLE 1, ARIZONA REVISED STATUTES, BY ADDING  
SECTION 32-3213; RELATING TO HEALTH PROFESSIONALS.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:  
2 Section 1. Title 32, chapter 32, article 1, Arizona Revised Statutes,  
3 is amended by adding section 32-3213, to read:  
4 32-3213. Health professionals; disclosure; unprofessional  
5 conduct; definition  
6 A. AN ADVERTISEMENT FOR HEALTH CARE SERVICES THAT INCLUDES A HEALTH  
7 PROFESSIONAL'S NAME SHALL IDENTIFY THE TITLE AND TYPE OF LICENSE THE HEALTH  
8 PROFESSIONAL HOLDS AND UNDER WHICH THE HEALTH PROFESSIONAL IS PRACTICING.  
9 B. A HEALTH PROFESSIONAL WHO VIOLATES THIS SECTION COMMITS AN ACT OF  
10 UNPROFESSIONAL CONDUCT.  
11 C. FOR THE PURPOSES OF THIS SECTION, "ADVERTISEMENT" INCLUDES  
12 BILLBOARDS, BROCHURES, PAMPHLETS, RADIO AND TELEVISION SCRIPTS, ELECTRONIC  
13 MEDIA, PRINTED TELEPHONE DIRECTORIES, TELEPHONE AND DIRECT MAIL SOLICITATIONS  
14 AND ANY OTHER MEANS OF PROMOTION INTENDED TO DIRECTLY OR INDIRECTLY INDUCE  
15 ANY PERSON TO ENTER INTO AN AGREEMENT FOR SERVICES WITH THE HEALTH  
16 PROFESSIONAL. ADVERTISEMENT DOES NOT INCLUDE MATERIALS THAT PROVIDE  
17 INFORMATION ABOUT NETWORK PROVIDERS AND THAT ARE CREATED BY AN ENTITY  
18 REGULATED UNDER TITLE 20.

APPROVED BY THE GOVERNOR APRIL 20, 2010.

FILED IN THE OFFICE OF THE SECRETARY OF STATE APRIL 21, 2010.